



# *EntrepreNews & Views*

*Building Tomorrow's Economy*

**Students are  
Our Most Precious  
Assets!**



## **CORE VALUES FROM THE CONSORTIUM**

### **Do You Know the History of Entrepreneurship Education Since 1980?**

#### **THE FACTS:**

The Consortium was formed in 1980 at the Ohio State University in answer to the US Secretary of Education (Terrell Bell) whose policy was for all vocational education programs to include entrepreneurship competencies for their students. Ten state departments of education took leadership as the first members of the Consortium.

The concept of entrepreneurship education as a lifelong learning process has been a major core value of the Consortium as it grew from ten states to over 100 member organizations today. Member organizations come from local, state, and national leadership groups who believe that entrepreneurship education is critical to the future of today's youth.

Early in our development we recognized that most teachers have not been prepared to teach entrepreneurship in the schools, either by training or experience. Thus we have dedicated the work of the Consortium to helping our teachers.

**Over the past 25 years the Consortium has developed the following core values that support its vision and mission.**

1. Entrepreneurs are not "born"...they "become" through the experiences of their lives.
2. Entrepreneurship education is a lifelong learning process that involves all levels of education and training.

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## **National Entrepreneurship Week Feb 21-28, 2009**

**THREE YEARS OF OUTSTANDING EVENTS!** We are very proud of all the diverse activities produced by our members and entrepreneurship networks in 2007 and 2008. Join us for even bigger results for 2009!

- **State Leadership Teams** . . . states took on the role of bringing together diverse networks in their states, sharing their successes with the Consortium, and are continuing to work together.
- **Great Media Coverage** . . . efforts of our members to get their stories into the press paid off with awareness of the great variety of programs already in the schools.
- **New Partnerships** . . . entrepreneurs and teachers, economic development and educators, secondary education and higher education, legislators and educators, and young people that are finding opportunities everywhere.
- **We are proud to be part of the Youth Enterprise Strategy Group (YESG)** working with national leaders to advocate even greater US involvement with support for entrepreneurship education. **See Page 2 for great comments from national education leaders.**

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is committed to entrepreneurial excellence.

**Membership is open to all who see entrepreneurship education as a priority.**

**Benefits to members include...**

• **networking with leaders nationwide**

• **conducting professional development forums and workshops**

• **developing and sharing new materials**

• **identifying young entrepreneurs as role models, and**

• **providing centralized information access to educators**

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For more information about the Consortium please contact . . .

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## National Entrepreneurship Week Feb 21-28, 2009 (continued)

**THANKS TO NATIONAL LEADERS** that gave us their support as part of the Aspen Institute 's Youth Enterprise Strategy Group Initiative, **I SAID YES!** For full quotes and a copy of the YESG Policy Paper go to <http://www.NationalEweek.com> after its release November 18, 2008.

### IMPORTANT QUOTES . . .

☐ The economic engine of America is fueled by the creativity and entrepreneurial spirit of its people. The most important thing we can do for our future is to nurture these values in our young people. - George R. Boggs, President and CEO, American Association of Community Colleges

☐ NEA applauds Youth Entrepreneurship Education in America's Schools.  
- John I. Wilson, Executive Director - National Education Association

☐ Entrepreneurship provides students with the knowledge and skills necessary to build a successful career.  
- Jan Bray, Executive Director - Association for Career and Technology Education

☐ We fully support the work of the Consortium and the YES Group initiatives. Entrepreneurship literacy is a critical 21st century skill. - Ken Kay, President, Partnership for 21st Century Skills

☐ I am pleased that the SAY YES! campaign has identified how exposure to entrepreneurship will help students stay engaged in their educational pursuits. - Kimberley A Green, Executive Director, National Association of State Directors of Career Technical Education Consortium

☐ Youth entrepreneurship offers the promise of encouraging rural students to see that their opportunities can be greater than working in the local mill or mine.  
- Ray Daffner - Appalachian Regional Commission

☐ Young people are starting and operating real businesses in numbers never considered possible. We must do all we can to support and encourage these Young Entrepreneurs.  
Hank Kopcial, Executive Director, NFIB Young Entrepreneur Foundation.

## GOALS FOR NATIONAL ENTREPRENEURSHIP WEEK 2009

### 1. Expand your networks of supporters for entrepreneurship education within each state.

- Share Information between organizations - COMMUNICATE!
- Collect information.
- Build partnerships.

### 2. Encourage promotion events for entrepreneurship at local, state, and national levels.

- Entrepreneurship everywhere...and tell the press about events.
- Ask each governor to proclaim "State" Entrepreneurship Week.
- Involve entrepreneurs and education networks in planning events.

### 3. Connect with the Consortium's website as a central information point. . . [www.NationalEweek.com](http://www.NationalEweek.com)

- List all state's events on the US Map Calendar
- Use logos, graphics files, signs, and ideas provided on the website
- Share pictures, success stories, proclamations, press stories, everything!

## CORE VALUES FROM THE CONSORTIUM - continued

3. Entrepreneurs have a great diversity of personal strengths, talents and resources and are willing to take risks.
4. Anyone can be an entrepreneur at any time in one's life.
5. Entrepreneurship is best learned through a variety of educational and real-life experiences.
6. Entrepreneurship education provides rich opportunities for developing academic skills.
7. Entrepreneurs are found in every occupation and career.
8. The Consortium believes in supporting ethical and legal entrepreneurship.
9. Entrepreneurship education opportunities are important at all levels of education.
10. It is important to provide resources and professional development opportunities to enhance the ability of all educators to deliver quality entrepreneurship programs.
11. It is vital to partner with organizations and groups with diverse goals that have interests and desires that contribute to the advancement of entrepreneurship education.
12. The Consortium focuses on enhancing the resources of its members and avoids providing products and services that compete with its member groups.
13. The Consortium's role is to provide leadership and advocacy for entrepreneurship as a lifelong learning process.

## Benefits of membership . . .

- Shared resources for all levels of education
- Promotion of individual members' activities, events and resources
- Opportunities to work together on common initiatives such as the National Content Standards for Entrepreneurship Education
- Annual National Conference for Professional Development of Educators
- Advocacy of Entrepreneurship Education Policy at National, State, and Local Levels
- Shared efforts to promote the impact of entrepreneurship education on American youth
- Newsletters that provide articles and info to support entrepreneurship education
- Networking with leaders in the field
- Great stories of our young entrepreneurs emerging from our membership groups, featured in the Future CEO Stars Magazine

JOIN the CONSORTIUM . . .  
[www.entre-ed.org/\\_contact/index.htm](http://www.entre-ed.org/_contact/index.htm)



Cessery Rice  
CEO of CR Sports Management



Mike Greenberg  
Owner Conspiracy Studios

## A Benefit of Consortium Membership

# Future CEO STARS



The Driving Force of America's Future  
 Learn FROM Tomorrow's Entrepreneurs Today



Evin Robinson  
CEO of InsiRing



Angela Thompson  
Rising Star

## BONUS ACTIVITY

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## Partnering in Support for NATIONAL ENTREPRENEURSHIP WEEK 2009

### NOW ACCEPTING ENTRIES FOR THE 2009 "HONORING AMERICA'S VETERAN ENTREPRENEURS" YOUTH ESSAY CONTEST

#### HELP YOUR STUDENTS ENTER . . . . Deadline December 19, 2008

Tell The Veterans Corporation why your parent or grandparent should be honored as Veteran Entrepreneur of the Year, and you and your nominee could win a free trip to Washington DC!

Write an original essay telling us why your parent or grandparent, who is a Veteran of the United States Armed Forces or a member of the National Guard or Reserve, and who is also an entrepreneur or business owner, should be named "Veteran Entrepreneur of the Year" by The Veterans Corporation.

Essays should answer the following questions:

- What skills or training did your parent or grandparent receive in the military that made him or her a better entrepreneur?
- What type of business is your parent or grandparent in, and how long has he or she been in business?
- How does your parent or grandparent contribute to your family, your local community, and the nation as a Veteran and entrepreneur?
- Do you have any aspirations to follow in the footsteps of your parent or grandparent in the military or as an entrepreneur?

All United States students, ages 12-18, are eligible to compete in the contest. Essays should be no longer than 1,000 words and must be postmarked or emailed no later than Friday, December 19, 2008. Essays must be accompanied by a completed essay contest form. Please see the official contest rules for complete contest information and submission information.

The first-place winner will be invited to accept their award at TVC's Annual "Honoring America's Veteran Entrepreneurs" Reception and Awards Ceremony in February 2009, in Washington, DC. In addition, the winning essay and a photo of the winner and nominee will be featured on The Veterans Corporation's website.

#### MEET THE WINNERS FROM 2008 . . .

#### JaQwan Jacob Kelly, New York -First Place, Ages 12-14 Nomination: Lieutenant Colonel Jacob Kelly - Father



My dad is a great example for me and the nation as a veteran and an entrepreneur. He entered active duty in 1981 and served five years in the Infantry. As an Infantryman, he learned basic planning skills and how to communicate with people from various ethnic backgrounds. However, the most important skill he learned was that of leadership. As a lieutenant, my dad was placed in numerous positions where he had to "lead by example."

In 1992, my dad left Active Duty and joined the Army Reserves. As a Reservist, he gained even more skills and training that helped him not only decide to become an entrepreneur but to excel as one. As a Reservist, my dad attended courses and trainings that helped him

\*\*\*\* This bonus activity is designed to be clipped from the newsletter and used in the classroom.  
Feel free to share with others.



**Veterans Corp Student Essay Contest in Support for  
NATIONAL ENTREPRENEURSHIP WEEK (cont. from page 4)**

**Drexel Allen Shockey Membreno, TN**

First Place 2008, Ages 15-18

**Nomination: Robert Drexel Shockey**

My grandfather joined the army when he was 17 years old. I am not sure he really knew what he was getting himself into because before that time, he had never been anywhere outside Wolfe County, Kentucky. I do believe, however, that he was looking for an adventure and he certainly found one. He spent time in Germany and at 19 he volunteered to go to Korea.

**I think the training my grandfather got in the Army has been paramount to his success in business today. His superiors obviously had the management skills necessary to instill the much needed discipline I am certain my grandfather needed without breaking his spirit. He learned from them to be fair but firm and to lead by example while never misusing that position of power. Thus, they gained his respect and motivated him to surpass his own expectations.**

**From his comrades, he learned to appreciate** the strength of diversity. Living and working in close quarters with a variety of men allowed him to understand, firsthand, the heart and mind of individuals he might have, in another place and time, found no connection with. By understanding their background, their culture and their life experiences, his perspective and assumptions changed as did his value for each individual's uniqueness.

At the same time, he discovered many areas of common ground among his fellow soldiers including a love of country and freedom. One of the most valuable lessons I learned on putting diversity in perspective came from my grandfather's story of being injured while out on patrol one evening in Korea. He stepped on a land mine which blew his foot off and riddled his body with shrapnel. He lay there for hours while going in and out of consciousness and questioning as to



whether he was dead or alive.

Eventually, my grandfather was rescued by another soldier who picked him up and carried him out of enemy territory back to his unit. What he did not mention, in previous accounts, was that his rescuer was African American. When I asked my grandfather why he had never mentioned that before, he looked puzzled and replied, "Why would it matter?" I thought about it for a moment and realized it did not. His rescuer was simply, at that moment, another American comrade fighting for a common cause and belief. Nothing else mattered.

Today my grandfather runs a business that is known and respected throughout the world. He is determined, tenacious and a true motivator of people. He never falters in the face of adversity; always believing that justice will prevail. He sees a blessing in some of the most unlikely predicaments and always gives of his time and money to those less fortunate and/or struggling. Those are qualities I believe he developed while an American soldier.

He wears his purple heart with pride and that ever-so-slight limp in his walk never slows him down or prevents him from pressing on. There is no one I admire more and there is no one that makes me more proud to be an American. I wear his name with pride and I only hope I live to be half the man and entrepreneur he is. I believe if you meet him, you too will be proud.

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**JaQwan Jacob Kelly Essay (from page 4)**

improve his ability to manage time, plan major programs and events, and train others in the basics of teamwork, problem solving, self-discipline and self-motivation.

In 1998, while still very active in the Reserves, my dad established his company, *Beyond the Limit Enterprises, LLC* or BTLE for short. BTLE provides training and consultation to other entrepreneurs and non-profit organizations to assist them in becoming more effective.

In his business, my dad established four major keys for success: 1) Visionary and forward-thinking leadership, 2) Excellent customer service, 3) Dynamic and passionate training delivery, and 4) Financial soundness. No doubt, these keys to being a successful entrepreneur were directly related to the way my dad grew and developed while in the military.

As a veteran and entrepreneur, my dad is an outstanding contributor to our family. He leads our immediate family in ongoing discussions and interactions that show he is concerned about our personal and financial wellbeing. He is constantly "coaching" and teaching us how to love each other, stay involved in continuous learning and improve in everything we do. In fact, based on his guidance and support, my mother just returned to school to get her Master's Degree in Spiritual Counseling. Personally, for the past three years, I have been on time EVERY day and have missed only ONE day from school.

(See the entire winning essay at <http://www.veteranscorp.org/EssayContest/Default.htm>)

In the process of establishing this business and being an entrepreneur, my dad has taught me how to be more organized, how to invest, and how to go "beyond the limit" of my comfort zone in serving others and contributing to society. The skills and experiences that my dad has gotten from being in the military and from being an entrepreneur have helped to make him a personal and professional success. He is my hero and I would be honored to follow in his footsteps as a soldier, an entrepreneur or like him, both.

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[www.entre-ed.org/](http://www.entre-ed.org/)

[www.NationalEweek.com](http://www.NationalEweek.com)

[www.futureCEOstars.com](http://www.futureCEOstars.com)

## PROFESSIONAL DEVELOPMENT & Resources

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### NATIONAL ENTREPRENEURSHIP WEEK 2009 February 21 - 28, 2009 Celebrate with us at [www.NationalEweek.com](http://www.NationalEweek.com)

- **Entrepreneurship Education FORUM ....**  
Preparing for N.E.W...November 7 - 11, 2008  
Austin, Texas...."Where Wierd WORKS"
- **Launch of Official YESG Policymakers'**  
**Action Guide - November 18, Aspen Institute,**  
**Washington DC**
- **6th Annual NACCE Conference - Educate**  
**your Future Entrepreneurs.** January 4 - 7, 2009 in  
Anaheim, CA.
- **USASBE 2009 Conference- Advancing**  
**Entrepreneurship.** January 8 - 11, Anaheim  
Hilton Hotel, CA.
- **Watch for details on the 2009 FORUM,**  
**Nov 5 - 11, 2009**                      **Norfolk VA.**

### Great Resources for the Classroom

- **The First Step Fund** is the distributor of the First Step FastTrac curricula, providing training and support to organizations across America that use this program.  
[www.firststepfasttrac.org](http://www.firststepfasttrac.org)
- **ESI - Nebraska 4-H** has developed a holistic, competency-based entrepreneurship curriculum designed for youth ages 10 - 19 to be used by clubs, camps, schools and community organizations. It has the enthusiastic support and involvement of the Nebraska Department of Education and is aligned to school standards. Contact: [pfairchild2@unl.edu](mailto:pfairchild2@unl.edu)  
[www.4hcurriculum.unl.edu](http://www.4hcurriculum.unl.edu)
- **Johnny Money Online Game** - Now available from the NFIB Young Entrepreneur Foundation, Johnny Money Online Game is a FREE Internet-based small business simulation game that engages students as they explore the risks and rewards of business ownership.  
<http://www.nfib.com/page/YEFJohnnyMoney.html>